

GREENVILLE TRANSIT AUTHORITY
Resolution Number: 2021 - 07

BOARD RESOLUTION TO ADOPT UPDATED MISSION, VISION, AND GOALS

WHEREAS, the Board of Directors of the Greenville Transit Authority (hereinafter "Board") met on Thursday, February 25, 2021;

WHEREAS, the Board met on February 11, 2020 for an annual retreat and discussed a desire to update its Mission, Vision, and Goals;

WHEREAS, the Board met on June 25, 2020 for its monthly Board Meeting and formally adopted its Mission, Vision, and Goals;

WHEREAS, the Board met on January 12, 2021 for an annual work session and discussed the GTA's sustainability goals;

WHEREAS, the Board has discussed the updated Mission, Vision, and Goals at subsequent Greenville Transit Authority Committee of the Whole meetings;

WHEREAS, the Mission, Vision, and Goals document is relevant to the Greenville Transit Authority; and


WHEREAS, a quorum was present at the February 25, 2021 meeting and, therefore, the requisite number of Board Members were present to vote on this matter.

NOW THEREFORE, BE IT RESOLVED, that the Board hereby adopts the attached Mission, Vision, and Goals.

DONE, RATIFIED AND PASSED THIS 25 DAY OF February, 2021.

[SIGNATURES TO FOLLOW ON NEXT PAGE]

ATTEST:


Lorrie Brown, Secretary

GREENVILLE TRANSIT AUTHORITY
BOARD OF DIRECTORS:


Richard O'Neill, Chair

GREENVILLE TRANSIT AUTHORITY
EXECUTIVE DIRECTOR


James C Keel, Public Transit Director

GREENVILLE TRANSIT AUTHORITY

The Greenville Transit Authority has been serving Greenville County since 1974. The Authority was created by Ordinances from the City of Greenville and Greenville County under the South Carolina Regional Transportation Authority Law. The Authority board members are appointed by three bodies: The Greenville County Legislative Delegation, Greenville County and the City of Greenville.

MISSION: To develop a sustainable transit system that connects people to prosperity, improves quality of life, and stimulates economic development.

VISION: To promote excellence in regional transportation by advocating for enhanced community mobility to create a more vibrant, sustainable, and equitable community.

VALUES:

1. Community Leadership - We engage the community in our decision making and seek partnerships to enhance the services we deliver.
2. Data Driven Solutions - We analyze qualitative and quantitative data as part of every operational decision.
3. Economic Growth - We believe public transit is essential to the economic vitality, environmental stability, and quality of life within the Greenville Region.
4. Environmental Commitment - We promote the use of environmentally friendly equipment and conduct our business in an environmentally responsible manner.
5. Fiscal Management - We consistently seek to improve cost efficiency in operation and approach all decision making with fiscal integrity and transparency.
6. Service Excellence - We strive to deliver convenient, comfortable, and reliable service to the community we serve.
7. Safety - We provide a safe and secure environment for our customers through consistent training of our employees.

GOALS:

1. To deliver a fully funded, effective transportation system that provides service until 11:30pm, 30-minute frequency by 2023, and Sunday service by 2025.
2. To build a new maintenance facility to improve operations and support fleet expansion.
3. To develop an environmentally friendly fleet of electric and low emission vehicles for future operations by placing a moratorium on heavy-duty diesel vehicles after the new maintenance facility is complete and to purchase sustainably-fueled (battery-electric or Compressed Natural Gas (CNG)) replacement and expansion revenue vehicles thereafter, unless sustainable alternatives are not available or do not meet demands of GTA's service environment.
 - a. GTA will purchase specific fuel source (battery-electric or CNG) vehicles if funding is specifically available for that option otherwise, GTA will purchase vehicles of fuel sources that allow for the meet the demands of the needed replacement or expansion.
4. Develop a source of sustainable funding.

5. Ensure sound fiscal and sustainable transportation management
6. Promote organization-wide efficiency and effectiveness.
7. Collaborate with Housing and Planners to make our community more livable through enhanced transit service.
8. Explore opportunities to ensure our assets are meeting their highest and best use.
9. Facilitate innovative multimodal transportation systems for the Greenville Region.
10. Develop a viable alternative to the automobile through high-quality transportation options and services.